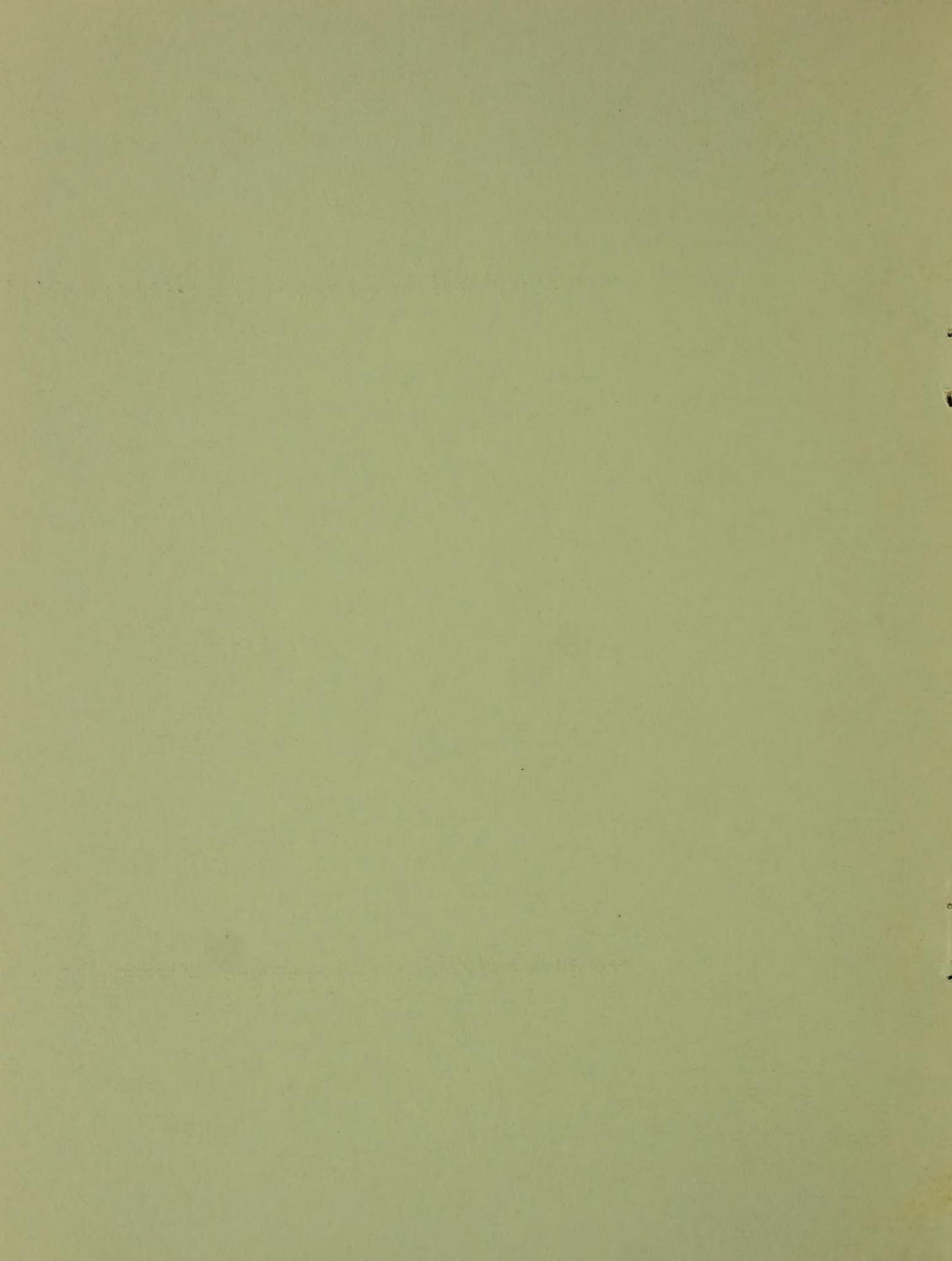


Report of
**NATIONAL HOME
DEMONSTRATION
WEEK . . . 1952**



EXTENSION SERVICE • U.S. DEPARTMENT OF AGRICULTURE • 40(1-53)



Summary of Report of the 1952 Home Demonstration Week Observance
by Mena Hogan*

ACHIEVEMENTS WERE LEGION AND RECOGNITION WAS GENERAL

"History reveals that certain movements have caused lasting and important changes in the lives of people," said P. O. Davis, Director of the Extension Service in Alabama. "The home demonstration movement is one of these."

If proof were needed of this statement, the observance of National Home Demonstration Week in 1952 supplied ample evidence. For during this week, a sort of show window for the year's achievements, an impressive list of accomplishments was added up.

Tours, exhibits, newspaper articles, radio and television, editorials, demonstrations, called attention not only to achievements, but gave recognition to those who had made them possible.

Statistics tell part of the story. There were, for example, 1,041 editorials appearing in county, State, and farm magazines. Some eulogized the home demonstration agent in recognition of "her quality of leadership, her devotion to public welfare, and her effective cooperation in strengthening and maintaining the lifeline of America."

Others paid tribute to the American home with such words as, "In these days of strain, of threat to our way of life, our enduring strength lies in the morale of the American home." "Our hope lies in the ability of women to face increasing responsibility courageously and with initiative; to fortify themselves with information; to make their decisions, guided by intelligence and spirit rather than by emotion; and, at all times, to work for a society based on freedom, justice, and mutual respect."

"Well done" was also echoed in the words of able speakers at the 6,555 meetings held during the week. Typical of these were those of the Director of Extension addressed to the rural women of America: "Through organized planning and action you are making a lasting contribution to improved community living. Through your study and discussion groups you are preparing to better meet your responsibilities as citizens, not only of your community, but of your State, Nation, and World."

*In cooperation with other regional field agents.

NO ONE FORGOT THE GREATER TASKS AHEAD

There was no lack, either, during this special week, or throughout the entire year, of commendation for good results in the home demonstration program. At the same time, many thoughtful leaders challenged rural women and their home demonstration agents with work still to be done. Sometimes these challenges were in the content, if not the actual words of Ohio's Director of Extension, C. M. Ferguson: "Ideas and ideals are twin progeny of our homes. What we as adults do, what we think, and how we act are reflected in the actions and thoughts of our children. There is no greater influence on human behavior in our society than the environment of our homes. This is as it should be. We cannot by default shun this responsibility. We must not expect our schools, our colleges, our churches, our farm and civic organizations, our youth organizations, and our lodges to accept all this responsibility. As families, we must face reality and accept the responsibility that goes with it. Today, as never before, our children must face a confused world with confidence and courage. This requires character and mental stature. Only strong bodies and healthy minds produce such character and stature. We must take seriously the challenge -- "Today's Home Builds Tomorrow's World."

Many home demonstration club members, realizing the values they had had from their work, began to think of others who needed it equally as much. As a consequence, they worked for more members and larger clubs.

In Kansas, interviews with farm women were conducted by a newspaper on the question, "What has membership in a home demonstration club meant to me, my family and community?"

Thirty-four new clubs were organized in Missouri during National Home Demonstration Week, with a membership increase of 814.

Kentucky organized 19 new Homemakers Clubs, with an increase of 194 members.

Nationally, there were 866 new clubs organized with a membership of 21,290. This brought the total membership in home demonstration clubs or groups to an all-time high of approximately 1,500,000. In all 3,400,000 women were influenced by home demonstration work.

NATIONAL HOME DEMONSTRATION WEEK GAVE HOMEMAKERS AN OPPORTUNITY TO TELL WHAT THEY THINK OF THEIR WORK

An Oregon farm woman talked about program trends: "We have taken the logical step from better homes to better communities. "We sponsor health clinics, hot lunches in schools, libraries, and community beautification programs. We also recognize other factors which affect the well-being of our families, such as good government, international understanding, and good will."

A Mississippi farm woman felt much the same way. Said she, "Our interests have broadened far beyond the four walls of our homes."

From Virginia came the following statement: "In an organization, neither denominational nor political, I have learned to love and appreciate my neighbors by working and playing with them." "Our exchange of ideas has helped me solve many problems, and has given spice to life."

"Our home demonstration program is fundamental," said a farm woman in Vermont.

From North Dakota: "The home is the foundation of a nation and when that home is managed by a well-informed homemaker who cooks well-balanced meals, clothes her family with well-fitted garments, and furnishes her home with harmonious colors and furniture, we have a strong home foundation. If within this home the rights of each are respected and we teach and live love of home, country, fellow men, and God, we have the homemaker's ultimate goal. A nation with these homes will be prosperous, respected by other nations, and a blessing to the world. All this is taught in home demonstration work."

All in all, women, both rural and urban, seemed to feel that their home demonstration program was filling a big need in their lives and in their communities.

THE WEEK'S OBSERVANCE DEMONSTRATED HOME DEMONSTRATION WORK'S VARIED PROGRAM

During National Home Demonstration Week tours, exhibits, programs, and other events testified to the wide range of activities carried on by home demonstration club members throughout the year.

A "Light a Bike" campaign in Kansas, an emergency feeding program in Maine, A "Walking Blood Bank" in Colorado, and a mail-box sticker campaign in Louisiana illustrate the wide and varied extracurricular work of the home demonstration clubs.

"We are no longer that group of women who get together and sew feed sacks," said Miss Jenny Williams, of Wyoming, president of the National Home Demonstration Council. "Instead," she added, "We have come to be known for the breadth and vision of our work in improving rural life."

Nebraska supplemented the general theme of National Home Demonstration Week with "health conservation." In line with this the State Home Demonstration Council gave \$200 to the State camp for diabetic children.

A sign, in large red letters on white, "This house supports home demonstration" was put on 13,342 mail boxes in Louisiana during the week.

One exhibit attracting much attention in Kansas was entitled "Obstacles on the track of the Freedom Train" and featured cars of free enterprise, education, press, speech, and religion being endangered and likely to be derailed by communism, too high taxes, and other obstructions. Two posters in the window carried the slogans: "Your vote is your voice -- let it be heard," and "Is freedom more than a word?"

Notwithstanding all the activities that added interest to the program, there were but few counties that did not go right along with a fundamental home demonstration program designed to bring better living to better farms in a better world.

HISTORY IS REVIEWED

Most States used National Home Demonstration Week to call attention to the beginnings of home demonstration work as contrasted with the present program. In Kansas, this took the form of a pageant with episodes depicting the following topics:

- We start by making things.
- We Serve Others.
- We Study the Business of Homemaking.
- We Study Ourselves.
- We Acquire a World-Wide View.

In Oklahoma a television show began with grandmother churning in an old fashioned kitchen, then moved on to mother with an early-type pressure cooker and jars, and ended with the modern labor-saving kitchen and the rural family of 1952.

A story from Rhode Island said: "Today, 35 years after the first home demonstration clubs were organized, their program has an international angle with members writing to farm women in Germany and sending packages of food and clothing to needy families in India!"

"Community Chain Reaction," the title of an article by a Washington State home demonstration agent, might also have been the heading for the development of home demonstration work from the early beginnings to the present, as one home demonstration member interested another, as one club inspired two, as one State home demonstration organization spread to a region, and to the Nation.

Huerfano County, Colo., held an antique show. Objects in the show included Civil War bank notes, early kitchen utensils, and wedding dresses dating back to the early 1800's.

A large number of clubs in North Dakota wrote their club histories. These were published in local papers.

LEADERSHIP MAKES GREAT STRIDES

In Arkansas, 86,121 women attended 4,422 meetings conducted by home demonstration club leaders.

Robert G. Sproul, president of the University of California, expressed appreciation for the work of volunteer leaders, saying: "The University of California recognizes the contribution which you are making as volunteer project leaders as an important element in its service to the farm homes

and farm families throughout the State. It is only through such voluntary efforts that the results of research in family living can effectively be made available to all. Your role as a link in the chain of knowledge is deeply appreciated."

Scrolls inscribed with President Sproul's statement and signed by him and by the extension director were presented during National Home Demonstration Week to all project leaders and officers in California. During 1952, 3,800 scrolls were presented on county achievement days.

In Hawaii certificates were given to women who had been members of home demonstration clubs 5 years or more. Some counties selected "Women of the Year" on the basis of the record during the year for home improvement and local leadership.

NEWSPAPER AND MAGAZINE COVERAGE WAS NEVER SO GOOD

"Some day I am going to ask Karl Paulson if he knows his wife is using rubber money -- not the kind that bounces -- the kind that stretches!" "She gets at least double her money's worth for the dollars she spends." Thus an extension editor writes of the work of a Washington State home demonstration club member in a feature story entitled "Organized Woman Power."

With excellent photographs to illustrate activities in upholstering, adjusting sewing machines, repairing electric cords, and making toys, this story is fairly typical of the hundreds of feature stories in county and State newspapers appearing throughout the Nation throughout the week.

For the first time in the history of home demonstration, the work of the farm women seemed to be getting the attention it deserved. Urban women began to take note, and increasing demands came to the Extension Service for more home demonstration in urban areas.

Even the newspapers added their voice, as the Meridian Star in Mississippi recounted accomplishments in rural areas and pointed out: "Their city sisters will do well to follow suit."

Editorials appearing in 1,041 county and local papers were generous in their comments on the worth of home demonstration work and the part Extension leaders had had in its development. Somewhat typical of this comment is that of the Vidette, a newspaper in Tennessee, which commented on the emancipation of women from drudgery through labor-saving equipment and methods, and concluded: "Throughout the Nation today seldom a home can be found where the magic touch of home demonstration club work has not been felt and where the broadened aim of more wholesome living is not being pursued."

In giving his accolade to home demonstration work in Oklahoma, Dr. Oliver S. William, president of Oklahoma Agricultural and Mechanical College, said

of the past, "We more often then pointed to the farmer behind the plow than to the farmer's wife behind the broom." But this seemed to be in the far past as newspapers and magazines all over the Nation paid high tribute to the progress of rural women.

In South Carolina, York County home demonstration workers made a scrapbook of some hundred or more feature articles and news write-ups published during the week--an impressive array.

RADIO AND TELEVISION COVERAGE MAKES NEWS

One new phase of National Home Demonstration Week was the television coverage. In Oklahoma television appearances of extension staff and home demonstration club members began to be regular features on KOTV in Tulsa, and WKY in Oklahoma City.

In all, 62 television shows were given during the week. Radio coverage, naturally, was far wider. In all, 1,716 radio programs were centered on the achievements of home demonstration clubwomen, their agents and leaders.

The results, as far as listeners were concerned, were anybody's guess. In Wisconsin, however, the State home demonstration leader gave an opinion: "When 6,341 women in Wisconsin will take time off to attend special gatherings during a single week, the news about home demonstration work must be getting around."

THE FARM JOURNAL CONTRIBUTES A POSTER

An outstanding contribution to National Home Demonstration Week came in the form of a color poster, *The Pioneer Woman*, a gift from the Farm Journal. Thirty thousand copies were distributed. This poster featured an Oklahoma farm woman and her sons standing in front of the famous statue "looking to the future."

The appreciation with which this poster was greeted in the States is to be seen from State reports:

The State home demonstration agent in Texas said: "Everyone liked the poster, and we had far more requests than we were able to fill."

One thousand of these posters were distributed in Kansas on the basis of trade distribution. Every Extension office in Kansas had a copy on display.

Florida reported: "Posters from the Farm Journal added to our celebration and were appreciated by everyone." They were displayed at Florida State University, University of Florida, store windows, community clubhouses, courthouses, libraries, and extension offices.

Alabama took the Pioneer Woman motif and made a place card, which was used in 1,601 Alabama restaurants during the week. The reverse side of the place card featured Alabama-grown foods.

Posters from the Farm Journal were distributed to all county officers in Oregon. "These posters (according to the Oregon report) added a great deal to efforts to publicize the special week. It is hoped that the practice of printing them will be continued."

The Pioneer Woman poster centered an exhibit at the Roosevelt County Courthouse in New Mexico, consisting of the photographs of the members of 21 homemakers' clubs. It was also used in displays for career day at Utah State Agricultural College.

Seven posters were used in each county in South Carolina during the week.

SPECIAL VALUES RESULTED FROM THE WEEK'S OBSERVANCE

Alaska. -- New settlers are invited to Home Demonstration Week activities and have a chance to see what the home demonstration clubs are doing.

New Mexico. -- New listeners were gained for our radio programs, and new members were enrolled.

Washington. -- National Home Demonstration week highlights the role of the home in preserving American ideals, supporting progress on the home front, and sharing homemaking know-how and leadership experience.

Kansas. -- Rural women have a better conception of how valuable their roles as homemakers really are and take pride in the fact that homemaking is the largest profession and one of the most important ones.

Massachusetts. -- The public is given a chance to learn that women, through organized planning and action, are making a lasting contribution to community improvement.

West Virginia. -- Increased publicity resulting from National Home Demonstration Week has given the work impetus. Many other results indicate that the week meets a need.

Florida. -- National Home Demonstration Week served to call the attention of the general public to the existence of National Home Demonstration work and its many services. It has helped to clarify homemakers' ideas on what the program includes and how many take part in it. Pride of membership in home demonstration clubs has been aroused.

Arkansas. -- Has given impetus to the home demonstration club program already reaching over 60,000 white and colored homemakers.

Texas. -- Observance of the week brings home demonstration work, its leaders and agents, to the attention of the general public as nothing else does. It results in better cooperation from businessmen, civic leaders, chambers of commerce, and similar groups and organizations.

Louisiana. -- Strengthens club members, helps in evaluating home demonstration work, enables us to reach more nonclub members.

INTERNATIONAL ASPECTS OF NATIONAL HOME DEMONSTRATION WEEK RECEIVED ATTENTION

Although emphasizing good will and friendship among neighbors at home, Kansas home demonstration club members in seven counties took an international theme during the special week, featuring such events as: (1) A pageant in Neosho County with an episode on world understanding; (2) a Friendship Around the World program in Sherman County, with each community presenting a foreign country in native costume; and (3) an invitation for a weekend on a farm in Brown County for each of 42 foreign technicians studying extension work in the State.

Huron County in Michigan held an International Day. A proxy stork shower was held by some Clinton homemakers, the gifts being sent to a German "pen pal."

War brides gave talks in Minnesota about their native countries and sang the songs of their childhood.

North Dakota "honored a new American citizen."

In Ohio a panel discussion was held with foreign visitors answering the questions of their audience.

A court singer from the Netherlands visiting Kings County, Calif., sang Dutch songs and told of life and customs in Holland.

The Holiday Club in Otero County, Colo., made up of 19 Japanese homemakers, served a chow mein dinner, resulting in \$546 contributed to the Community Hospital in Rocky Ford.

In Idaho, home demonstration club members were given instructions in painting wooden bowls and plates with Swedish and Norwegian motifs, using original designs from these countries.

"Foreign Food With a Flair for American Tables" was a high light in Achievement Day programs in Washington State.

International teas were featured by home demonstration councils in Wyoming. Costumes of the native lands of the members added color and interest.

In Montana, foreign students attending Montana State College were entertained for a weekend in rural homes.

In Louisiana progressive luncheons were sponsored in which a different country was featured in each home. Some parishes in Louisiana gave attention to their project of supporting a child in a foreign country.

"We Widen Our World" was the theme in Alabama as emphasis was placed on international aspects of the home demonstration program.

North Carolina observance took note of the 454 home demonstration club members who are corresponding with foreign women.

The home demonstration club from Humacao, Puerto Rico, placed a wreath on a monument in honor of Puerto Rican soldiers killed in Korea, during their week's observance.

"What's Cooking in Your Neighbor's Pot?" continued to foster international understanding in Maine. In this project, started in 1942, the food habits, customs, and traditions of various foreign countries have been studied.

Again, women in nearby States visited the United Nations in New York as their discussions centered on the U. N. organization. Among these visitors were delegations from Pennsylvania, Rhode Island, Connecticut, and New York.

But far and beyond all these activities, homemakers typify the hope of world peace and a family part in it, or, as a report from New Hampshire puts it: "A family realization that the little group around the dinner table in the lowliest of homes is, after all, an active part of this giant world, with a role to play that, multiplied manyfold, can reach around the world."

STATISTICAL SUMMARY
NATIONAL HOME DEMONSTRATION WEEK
1952
(48 States, Alaska, Hawaii, and Puerto Rico Reporting)

	<u>State-wide</u>	<u>County</u>	<u>Total</u>
1. <u>Special Announcements</u> (by governors, mayors, university presidents, extension directors, and others)	53	-	53
2. <u>Press</u>			
Editorials	16	1,025	1,041
News stories	509	7,858	8,367
Pictorial spreads and special editions	24	214	238
Feature stories in State and regional publications	51	-	51
Totals	600	9,097	9,697
3. <u>Radio programs</u>	121	1,595	1,716
Participated in by State and county:			
Extension workers	1,233		
Rural women	6,300		
Others	<u>1,765</u>		
Total participating	9,298		
4. <u>Television shows</u>	9	53	62
Participated in by State and county:			
Extension workers	63		
Rural women	320		
Others	<u>49</u>		
Total participating	432		
5. <u>Special events</u>			
Meetings	104	6,451	6,555
Attendance	30,065	334,959	365,024
6. <u>Tours</u>			
Attendance	-	650	650
7. <u>Exhibits</u>	56	10,305	10,361
8. <u>States preparing printed leaflets</u>	17		
9. <u>New home demonstration clubs organized</u>	-	866	866
New home demonstration club members		21,290	21,290
10. <u>Young homemakers invited and attending meetings</u>	20,220	20,220	

